YOUR MIRACLE HOME OF TOMORROW

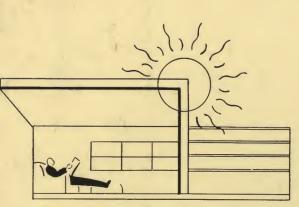


A PORTFOLIO OF DESIGNS FOR BETTER LIVING

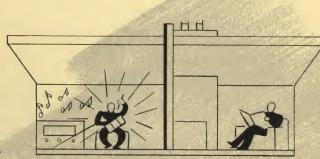
THE CELOTEX CORPORATION . CHICAGO

SCIENCE AND INDUSTRY ARE PLANNING YOUR MIRACLE HOME OF TOMORROW





WEATHER-CONDITIONING—will flood your Miracle Home with clean warm air during winter months and invigorating cool air when summer temperatures soar. Purifiers will filter out all dust and offensive odors. An atomizing device will disseminate pleasant aromas through the house, simulating the air of the north woods or the fragrance of a southern garden. Thoroughly insulated walls and roof will increase the effectiveness and economy of weather-conditioning, help to assure uniform temperatures, no matter what the weather.

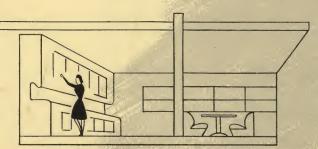


SOUND-CONDITIONING—to keep out street noises, to prevent the passage of sound from one room to another and to control the flow of sound within a room—will be a feature of the post-war Miracle Home. Sound-proofed ceilings and walls will insure each room its full measure of privacy. Even movable partitions will be constructed of sound-resistant materials. Exterior walls will be constructed and insulated to guard you against sound invasion from the outside. And windows will be sound-proofed by double glass.

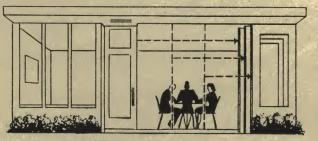


matically controll

lamps angled for



THE KITCHEN OF TOMORROW—will climax every house-wife's dream of effortless housekeeping. Its chief feature will be a streamlined unit of plastic or metal containing the sink, stove, refrigerator with ice-cube and quick-freeze compartments as well as ample cabinet storage space. All the kitchen "machinery" will be within easy reach at a convenient no-stretch-no-stoop height and keeping it clean will be simplicity itself. A duct in the unit will automatically carry off cooking fumes so that even the preparation of cabbage and onions will become an odorless experience.



WALLS WILL MOVE in the Miracle Home of Tomorrow. When it is desired to make the living and dining room into one, curtain or panel partitions will fold or slide back. Two bedrooms may become one during the day by rolling back partitions composed of cabinets, shelves and wardrobes. Even more spectacular will be movable exterior walls. Some designers prophesy "hinged" wall sections that will swing upwards at the press of a button to let the outdoors into the living room or paneled outer walls will roll back along a built-in overhead track or trolley.

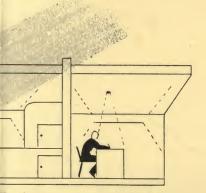


TELEVISION will be Regularly-scheduled on with great success a nation-wide fact at Home architects have by providing space apparatus itself. Covision, and phonogr pact units at convenyou may choose your The Celotex Corporation—pioneers in the development of building materials for more comfortable and more enduring homes—is proud to present you with this portfolio containing the first concrete expressions of the kind of homes Americans will be able to enjoy in 194-V, the year of complete and final victory.

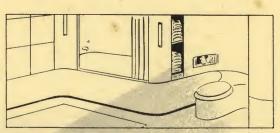
Although these homes cannot be built today because of necessary war-time restrictions on new home construction, they are not idle dreams, but the practical concepts of distinguished small homes architects and of engineers renowned for their contributions to better living in better homes. Thus, while the final blueprints for these Miracle Homes will not be available until after the war, they represent the kind of homes that American industry will make a reality when we have returned to ways of

peace. So, why not start planning for your own Miracle Home along with the architects, engineers and scientists? The "miracles" pictured below are but a few of the many time-saving, comfort-giving innovations that science and industry have in store for you. Crystallize your own thinking about the type of house you want by collecting other interesting ideas that you might want to embody in your post-war Miracle Home.

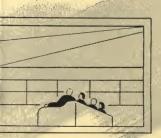
And, above all, start laying the financial foundation of your home-to-be through consistent purchases of U. S. War Bonds, the world's best and safest investment. By laying aside a liberal portion of every pay-check for War Bonds you will be accumulating the nest-egg for that decisive down-payment on your own Miracle Home of Tomorrow.



G—for better vision with less eye portant asset of the post-war home. Immination will spread a flood of light working spaces will have their own the bathroom mirror will have its own he the shaver's face with shadow-free using to the basement will have autoghting. And furniture will have built-in er reading illumination.



THE MIRACLE HOUSE BATHROOM—In contrast to the three or four separate present-day fixtures, a single streamlined prefabricated stainless steel or plastic unit will contain tub, shower, lavatory and toilet, Built into the bathroom wall will be provision for such items as an electric razor, a full-view mirror with properly angled lighting, an automatically-heated towel bar. A small electric washing machine and dryer may be included for milady's personal apparel... and perhaps a sun lamp to provide the beneficial sunshine vitamin D.



rt of the Miracle Home of Tomorrow, ision broadcasts have been carried everal key centers and will become the war. In anticipation, the Miracle de provision for television reception the screen and for the receiving for the operation of radio, telequipment will be located in compositions in the main room so that estainment at the touch of a button.



ELECTRIC-EYE SERVANTS—will perform innumerable household services without so much as a spoken command. Room and cabinet doors will open as you approach them and your garage doors will swing wide as your car turns into the driveway. For night-time protection, an interruption in the flow of the control beam will sound a warning at the approach of after-dark intruders. Another use of the electric-eye servant may be to act as a "closer" for your bedroom windows that will be thermostatically or time controlled and so spare you the chill of rising in an icy room.

THE CELOTEX CORPORATION



GENERAL OFFICE

120 SOUTH LASALLE STREET

CHICAGO, ILL.

PLANTS
NEW ORLEANS, LA.
METUCHEN, N. J.
PORT CLINTON, O.
LAGRO, IND.

Dear Friend:

We take a great deal of pleasure in presenting you with this copy of "Your Miracle Home of Tomorrow" for we feel sure you will find the floor plans and suggestions helpful in planning the home you will build at war's end. Knowing that the American public would be interested in what the future holds in the way of better homes, we went to leading architects in the country and asked them to give us their conceptions of the home of tomorrow. In addition to the designs and floor plans, each architect has given us his own ideas as to the miracles and wonders which will become realities in the post-war era.

Complete plans and specifications for these houses are not available from these architects but with the material we are sending you you will be in a position to go to your own architect and have him work out final designs and specifications to your own satisfaction.

When the time comes when we can actually build houses again, The Celotex Corporation will be ready to furnish you with many high quality building materials. In addition to insulating, roofing and plaster products, which are described on one of the sheets enclosed, we have developed many new multiple-function products which will cut the cost of home construction. These materials are now being used in war construction but will be available to you when you are ready to build your own MIRACLE HOME OF TOMORROW.

You will shortly receive a postcard giving you the name and address of the Celotex dealer nearest you. Visit him often while you are planning your new home -- you will find his knowledge of home building invaluable to you. May we suggest that you also earmark some of the war bonds you are buying today, for a down payment on your home, and put them aside so that when Victory comes you will be all ready to build a home of your own.

Yours truly,

Vice Presiden

H W Collins:F

A DESIGN FOR BETTER LIVING

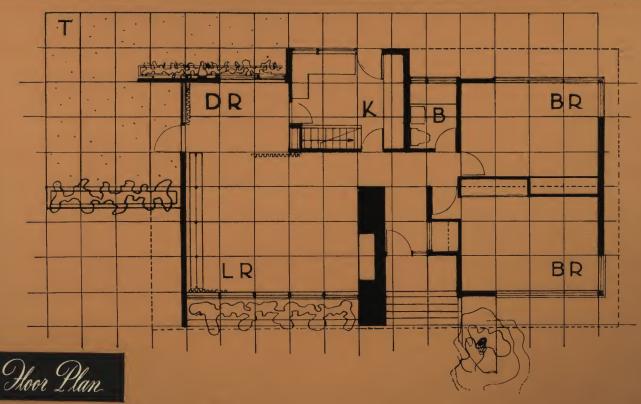
BY SKIDMORE, OWINGS AND MERRILL, ARCHITECTS

SPONSORED BY

THE CELOTEX CORPORATION, CHICAGO

DESIGN NO.





NATHANIEL OWINGS TELLS HIS IDEAS FOR TOMORROW'S Miracle Home

A cardinal architectural principle has always been that any house must harmonize with the characteristics of the property on which it is erected. The home illustrated on the reverse side of this page develops that principle to a high degree.

Here we have conceived a dwelling in which the outdoors in a broad sense becomes a part of the living quarters through the addition of colorful, easily accessible terraces. Indoor rooms are given a feeling of outdoor spaciousness through the use of large, sweeping windows. (To those who fear that occupying such a home will feel like "living in a fish bowl," let me point out that these windows will be equipped with continuous built-in tracks for draperies which can be easily adjusted to "shut out the outside." And, since these windows will be of double-glass with vacuum space between, street noises will be reduced to a restful minimum.)

Further enhancing the "outdoor-ness" of the home, the fireplace wall in the living room will be constructed of attractive natural stone. And into it will be built, not only the spacious fireplace, but the large television screen, radio receiver, plus the flues and vents from the central heating system.

In keeping with the modern demand for flexibility, all rooms will be double-purpose units. The dining room, for example, can be made part of the living room by the removal of an intervening partition curtain. Thus, when the dinner hour is through a quick shift of the wall and, presto, two rooms become one. Unless, of course, some member of the family wishes to use the dining room for study in which case the partition can be left in place to form a quiet retreat. (Sound conditioning throughout the house will insure restful quiet in every room.)

Significant as is the whole concept of flexibility in wall construction, there are other aspects of this home of the future which are even more revolutionary. For instance, in the kitchen is installed a single prefabricated unit which contains an oven, pressure cooker, toaster, refrigerator, dishwasher, sink, ice-cube and quick-freezer compartments, plus a broad expanse of storage space.

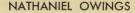
A "one-piece" kitchen of this type—which is not only a feasible but a probable post-war development—will be so constructed that all working appliances are on a handy, no-stoop-no-stretch level,

which means that much of the back-breaking exertion of housework will be eliminated.

A further feature is the fact that a full seven feet of closet space is available for each room. Merely pace off this distance in any room of your present home and you will realize how considerable this is.

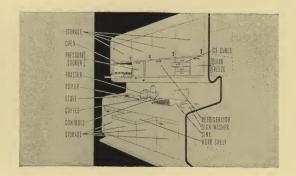
There is, of course, provision for air-conditioning throughout the house. There will be special ducts in the kitchen-unit to draw off cooking fumes and odors; the bathroom will be equipped with devices to prevent mirrors and walls from steaming; there will be cross-ventilation in every room.

Today such a home might still be classified as a dream. But it is, as I have described it, a very real post-war probability for the man of average means and income, thanks to the tremendous strides which have been made in the development of versatile materials and appliances. I can submit this design, therefore,—not as a hope—but a promise for tomorrow's home-buyer.



SKIDMORE, OWINGS & MERRILL, Architects
NEW YORK — CHICAGO



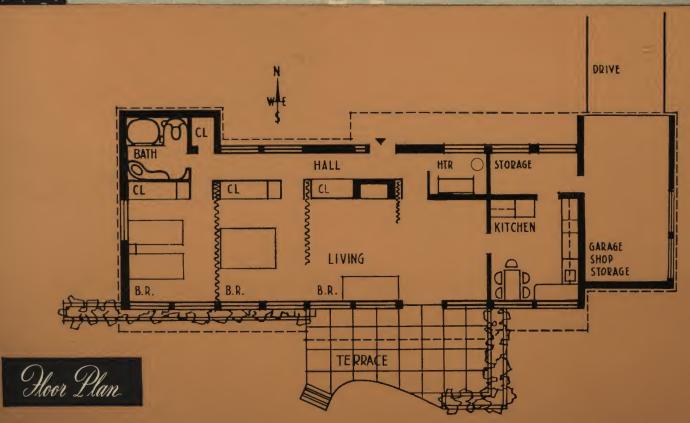


A DESIGN FOR BETTER LIVING
BY GEORGE FRED KECK, ARCHITECT
SPONSORED BY
THE CELOTEX CORPORATION, CHICAGO

DESIGN NO.

4





Miracle Home of tomorrow

Location of areas with respect to their function, flexibility of use, and method of heating are three of the more important aspects of the Miracle Home illustrated on the reverse side of this page.

As the plan indicates, the work spaces of the house have been located on one side, sleeping spaces on the other side and the living spaces between the two. Since the work areas are always comparatively noisy the sleeping rooms are removed as far as possible from them, yet both spaces can be reached easily from the living room.

While the location of these areas is of utmost importance in a small house they must also be flexible enough to accommodate the living needs of the family. You will note from the plan that all sleeping spaces have a sound-proofed collapsing wall between them. These partitions make it possible to open the sleeping rooms into the living room, making one single space about 40-ft. long. If a single bedroom is kept intact, the living space becomes 30-ft. long. If two bedrooms are kept intact the living space is approximately 20-ft. long. Another folding partition dividing the 20-ft. space makes it possible to add a third sleeping room to this comparatively small house. This room would, of course, be used primarily in cases of emergency since the use of three sleeping rooms reduces the living space to a scant 10-ft. width. However, it can be seen that with proper planning, even such a small house can function efficiently as a three bedroom dwelling.

Perhaps the most unusual feature of this house is the method of heating — a system that combines solar and mechanical heat. Notice that the entrance to the house is on the north and that the south wall is composed largely of glass. In construction this orientation should be maintained since it has a direct bearing upon the use of the sun as a heat source. The glass wall on the south is provided with an extended eave overhang of approximately three or four feet. The reason for this arrangement is that the length of the eave line is calculated to act as an awning to prevent the sun's rays from coming through the glass during the hot summer days when we usually have too much solar radiation and the sun is high in the sky. In the winter when the sun is low on the horizon it will shine through the glass under the eave projection, flooding the rooms with warm

sunshine and adding considerably to the heat of the house. As a matter of fact, during sunshiny winter days the sun will send enough heat through the glass to heat the house above 70°F. regardless of the outside temperature.

Mechanical heat for this house will radiate from the floor from a type of equipment known as panel floor heating. In effect, the entire floor of the house becomes a radiator of low temperature—never higher than 80°F, and so warm in only the extremely cold weather.

Through the use of thermal insulating materials in the outside walls of this house, protection against heat loss in winter and heat gain in summer will be adequately provided. The combination of such insulation and the utilization of solar heat will indeed bring a healthy reduction in the fuel bill during the winter season as well as assure comfortable coolness during the summer months.

Thus we can see that through such sound engineering principles, the post-war home, in spite of its small size, will have a greater potential of comfort, convenience and livability for its owners than any we have seen thus far.

> GEORGE FRED KECK CHICAGO





A DESIGN FOR BETTER LIVING

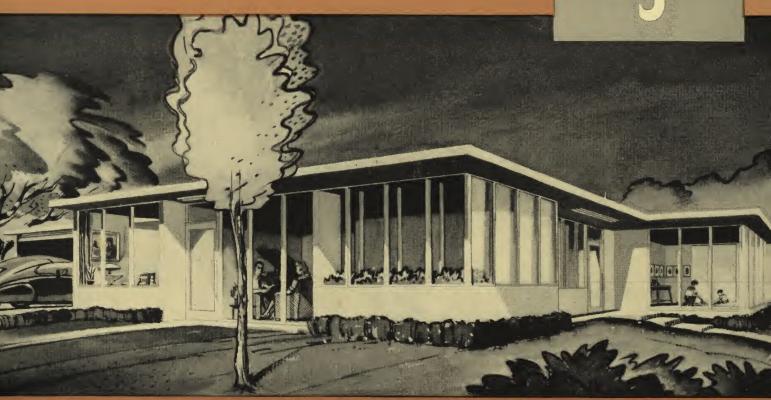
BY ANTONIN RAYMOND, ARCHITECT

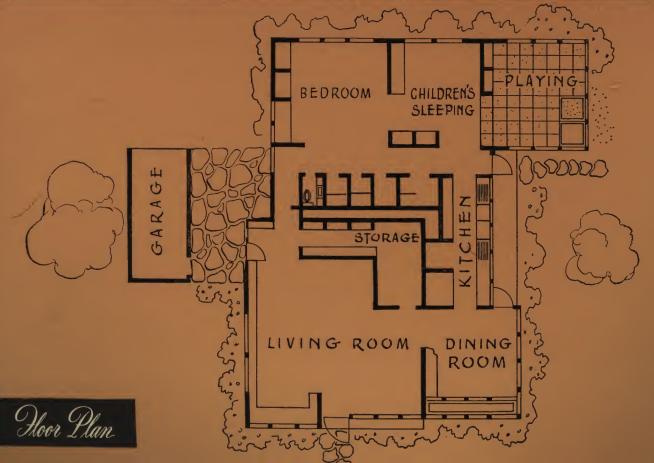
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DESIGN NO.

3





ANTONIN RAYMOND DESCRIBES HIS CONCEPT OF The Miracle Home

Even a casual glimpse of the home pictured on the reverse of this page will impress upon the reader its utter simplicity which, to me, is the very essence of our American standard of living.

There are, however, more revolutionary innovations than meet the eye in this sketch. One of these is the arrangement of all mechanical equipment at the center of the house. Heating and air conditioning plant, bathroom and separate toilet-room, laundry, kitchen, electric refrigerator and freezer—all will stem from a single shaft running the height of the house to a skylight through which will come light and ventilation for the laundry, bathroom, toilet and storage space.

The advantages of such an arrangement are two-fold. First, only the fixtures of this equipment will be visible since their pipes, machinery and wiring will all be concealed in the shaft where they will be easily accessible for any required repairs. Second, the concentration of all mechanical equipment in this central location will tend to increase the space available for sheer living in the other rooms.

While discussing the matter of mechanical equipment, there is one additional point of special interest to the housewife. The kitchen, while containing what will be the streamlined last word in post-war kitchen stoves, will also be equipped with cooking utensils having individual built-in heating elements so that cooking can be done wherever there is a convenient light-plug to save the lady of the house innumerable trips back and forth from the kitchen.

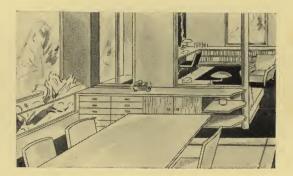
As you will see from the floor plan, the youthful occupants of the house will have their own quarters consisting of a spacious bedroom adjoined by a screened playroom in which the younger set will find a sandpile, diminutive wading-pool and all the other appurtenances for juvenile pleasure. Not only will this recreation chamber have a convenient entrance from the parents'

bedroom, it will be so situated as to give the mother busy with her housework a full view of her offspring at play from either the kitchen, bedroom or dining room.

And while speaking of features which will endear this home to the housewife, there is the further matter of closets. Although the home will have no basement, we have more than compensated for the lack of "underground" storage-space through a substantial expanse of closets sufficient for the apparel and possessions of any typical family. And this closet-space will be "departmentalized" so that there will be compartments and cubicles for all standard "living equipment."

In short, the chief virtues of this very feasible and practical home of tomorrow are its flexibility, its compactness and the perfect organization of its functions, plus an architectural style truly exemplary of the streamlined simplicity which will characterize the better way of life in post-war America.





ANTONIN RAYMOND

YOUR CELOTEX

DEALER

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MAN

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K N/O W

As modern as the Miracle Home itself is the role which your local Celotex dealer will play in equipping your post-war dwelling. Known traditionally as the lumber dealer, his future place of business may well be called a department store for the home. For, he will have on his shelves everything that you might require to maintain your present home in good, livable condition. ... and everything that you will need to erect that brand-new Miracle Home after the war.

But, the full value of your Celotex dealer to you cannot be measured wholly in terms of all he has to sell. For, he is more than a merchant... You will find him a walking encyclopedia of vital information. Familiar with the great progress being made by architects and engineers in the development of new building techniques and building materials, he is equally conversant with all phases of repairing and remodeling your present dwelling. (Ask him for your free copy of a "War-time Guide to Better Homes"—an invaluable Celotex publication which explains necessary war-time restrictions on building activity in addition to giving you a world of suggestions on how your home of today can be improved.)

So, make it a point to consult your Celotex dealer on everything pertaining to the welfare of your present home and the erection of your home-to-be. Let him show you how to maintain and build better homes with Celotex Building Products, the quality materials for every building need.



The word Celotex is a trade name identifying a group of products marketed by the Celotex Corporation.